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ONTARIO SCIENCE CENTRE

Annual Report 2000/2001



Ontario Science Centre
An agency of the Government of Ontario

DISPONIBLE EN FRANÇAIS

WELCOME

At the dawn of this new millennium, both science and technology play a more significant role in our everyday lives than ever before. They have given us a range of sophisticated devices and systems for personal use. Rapid advances in life sciences are making serious assaults on life-threatening illnesses, and nutrition and environmental protection are topics of intense public debate.

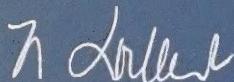
From the youngest children to the most aged seniors, individuals must assimilate vast quantities of scientific and technological knowledge. This reality is both satisfying and challenging to the Ontario Science Centre. It is satisfying because we play a central communications role in what promises to be the golden age of science. It is challenging because we must constantly find exciting ways to reinvent the manner in which we help people embrace, understand and interpret the science and technology that surrounds them.

The Ontario Science Centre reached more than 2.4 million people last year. The exhibitions and programs at our site in Toronto, in Timeship 2000 (a travelling millennial exhibition developed with two sister agencies) and at Science Express, our satellite location in Niagara Falls, made science and technology accessible to diverse audiences. In addition, visitors across North America experienced our travelling exhibitions in numerous other science centres across the continent.

We are proud to present this Annual Report for 2000/2001. It showcases the multi-faceted initiatives that we presented last year. Each of these activities was designed to engage a broad array of visitors and stakeholders, including students, families, educators, academics, corporations, and other partners. Wherever possible, this report uses their words to illustrate our accomplishments.

The report will also give the reader a sense of how our exhibits and programs evolve – building on the past and reaching towards the future.

Thank you for your continuing interest in the Ontario Science Centre.



Nancy Lockhart
Chair of the Board of Trustees

spark

The Ontario Science Centre is the spark in science. We delight, inform and challenge visitors through engaging and thought-provoking experiences in science and technology.

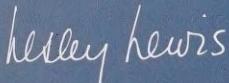
SOLIDIFYING OUR FUTURE

The Ontario Science Centre first opened its doors to the public 31 years ago. Since then, more than thirty-seven million visitors have crossed our threshold, and the Ontario Science Centre continues to be a model for informal science learning throughout the world. So what's new? That question is becoming more and more important to the Science Centre as we mature. Last year, we undertook extensive research, and worked with an internal task force and external advisors to formally define and understand the Ontario Science Centre "brand". This exercise crystallized how we will position ourselves in the market as well as enhance the experiences that we offer to our visitors.

The senior management team and Board of Trustees also revisited our existing mission and vision statements. The result is a more relevant, vital expression of our purpose. Over the next year, all staff will consider how to bring the mission and vision to life in their daily activities.

This process of refining our corporate identity, mission and vision reinforced to us the importance of partners to the Ontario Science Centre – partners from the business world, education sector and government. We value these partners for their expertise, their patronage and their commitment. You will read about our partners in this report.

At the Ontario Science Centre we will continue to use the most progressive thinking, tools and processes available to deliver the quintessential experience to our visitors and our stakeholders.



Lesley Lewis
Chief Executive Officer

INSPIRING



"The Ontario Science Centre is an inspiration to everyone who visits. The Science Centre shows that **science doesn't belong just to 'scientists'**. Science belongs to everyone, because everyone can understand it when the right approach is used. Year after year, the Science Centre makes science fun."

CHRIS HADFIELD, CANADIAN SPACE AGENCY ASTRONAUT

- ① HADFIELD PRE-LAUNCH PRESS CONFERENCE
- ② EARTH AND SPACE WEEK
- ③ SURVIVOR SCIENCE
- ④ SOLARMAX FILM
- ⑤ NEW STARLAB SHOW

SCIENCE HERE AND NOW

SCIENCE ISN'T JUST FROM ISAAC NEWTON'S TIME. SOME OF THE MOST EXCITING DISCOVERIES ARE BEING MADE RIGHT NOW – ALL AROUND US. HERE'S HOW THE ONTARIO SCIENCE CENTRE PRESENTED CURRENT SCIENCE IN 2000/2001.

HADFIELD PRE-LAUNCH PRESS CONFERENCE

Canadian astronaut Chris Hadfield gave a media briefing at the Science Centre on October 16, in advance of his historic STS-100 mission in April 2001. Hadfield discussed the next-generation Canadarm2, his planned space walk, and the STS-97 mission in which veteran Canadian astronaut Marc Garneau would participate in November 2000.

EARTH AND SPACE WEEK

Earth and Space Week at the Ontario Science Centre is an annual program designed to build awareness among teachers and students in the subjects of Earth Science, Astronomy and Space Science. In October 2000, Earth and Space Week hosted over 4,000 students and teachers. The expert resources that were brought together included dedicated professionals from organizations such as Environment Canada, MD Robotics, Discovery Channel and the University of Toronto. Their lectures inspired students to explore topics related to these exciting scientific fields.

SURVIVOR SCIENCE

Three times daily during March Break, the Ontario Science Centre presented Survivor Science, a take-off on the hit television series *Survivor*, which explored the science of species survival. Two teams of audience members competed in a variety of contests that posed science-based challenges. Survivor Science was an enormous success, filling every seat at every show with enthusiastic participants.

SOLARMAX FILM IN THE SHOPPERS DRUG MART® OMNIMAX® THEATRE DURING YEAR OF SOLAR MAXIMUM

SOLARMAX, sponsored by DuPont Canada Inc., explores the awesome power and fury of the Sun in a dramatic OMNIMAX® film. Using images recorded by the Solar Heliospheric Observatory (SOHO), SOLARMAX presents the closest, clearest view of the Sun's surface yet seen by an audience.

NEW STARLAB SHOW

To complement the SOLARMAX film, the Ontario Science Centre's Starlab planetarium featured a new show that explored the life cycles of stars – including the projected death of our Sun five billion years from now.



engaging

"I LIKED IT VERY MUCH. MY CHEEKS WERE SORE FROM SMILING SO LONG.
OH WHAT A DAY!"

DAVID L.

- ① K'NEXHIBITIONSM & WORKSHOPS
- ② EMETT WORKSHOPS

making magic

THERE IS NO GREATER ENDORSEMENT FOR THE ONTARIO SCIENCE CENTRE THAN A CHILD'S BEAMING FACE. THIS PAST YEAR, WE'VE PRESENTED SEVERAL EXHIBITIONS TO DELIGHT KIDS AND THEIR FAMILIES.

K'NEXHIBITION AND WORKSHOPS

K'NEXhibition was a tremendously popular exhibition that ran for three months. K'NEX® is a system of colour-coded, interlocking plastic rods and connectors that can be used to create new shapes. The object of K'NEXhibition was to introduce engineering and scientific principles into the creation of K'NEX structures.

For inspiration, numerous large and sophisticated K'NEX structures, such as a 4.6 metre Great White Shark, were on display to inspire individuals and families to create and build their own treasures.

K'NEX programming was sponsored by Professional Engineers Ontario. Every weekend they held construction workshops – to advise visitors – building cars, trains, ships, planes, submarines and spacecraft.

EMETT WORKSHOPS

Rowland Emett has the dubious distinction of being the king of the whacky machine – a machine that delights the viewer but performs only a whimsical function. A former cartoonist with *Punch* magazine during the 1940s, Emett brought

his drawings to life in mechanical works of art now prized by collectors.

The Ontario Science Centre has the largest collection of Emetts in the world and holds an annual event during the December holidays in his honour. Dream Machines: The "Emetts" includes the very popular Emett Kinetic Sculpture Building Workshops. Participants were provided with a range of found and recycled materials to make their own kinetic sculptures. Some of the resulting creations were... um... worthy of Emett's legacy.

"My daughter attended the Dream Machines workshop on a couple of days during her Christmas holidays. She was working on a hydraulics project and attended the workshop so that she could receive help whenever she faced any difficulty. Just as she expected, help came along – your employee Martin. His ability to lead and his willingness to share his ideas helped motivate my daughter, who became enthusiastic to progress further with her project."

"Our second visit to the Science Centre was prompted by the usefulness of the first."

creative



"Here at Odyssey we have been tremendously impressed by the **skill, flair and professionalism** shown by the Ontario Science Centre. Ontario has the design capability and also the back-up to transform our vision into reality."

THOMAS J. FANNING, CHIEF EXECUTIVE, ODYSSEY, BELFAST, NORTHERN IRELAND

- ① INTERNATIONAL SALES
- ② FACILITY RENTALS
- ③ CORPORATE TRAINING PROGRAMS

OUR BUSINESSES

THE ONTARIO SCIENCE CENTRE GENERATES REVENUE IN SEVERAL WAYS TO REDUCE DEPENDENCE ON GOVERNMENT FUNDING. WE SELL OUR EXPERTISE, RENT OUR FACILITIES, AND MUCH MORE. HERE'S WHAT WE DID LAST YEAR.

INTERNATIONAL SALES

The Science Centre rents and sells both its exhibits and its exhibit-making expertise.

After a successful 7-year, 20-city tour, we retired our travelling exhibition SPORT. The exhibition was sold to Pittsburgh's Carnegie Science Center to add to their permanent collection.

The tour for the Ontario Science Centre's hot travelling exhibition Scream Machines: The Science of Roller Coasters was extended for another year, and the three available time slots were booked within days.

Forty exhibits were completed for the first Science Centre in Belfast, Northern Ireland. The \$3 million contract called for 930 square metres of exhibits for a unique venue on the

River Lagan that opened to the public in March 2001.

Two new travelling exhibition concepts, CIRCUS! Science under the Big Top and YUM! Science Has Never Tasted This Good, recently developed by the Ontario Science Centre, were introduced to rave reviews at the Association of Science and Technology Centers conference in October 2000. The exhibitions are scheduled to begin touring in 2002 and 2003 respectively.

FACILITY RENTALS

This past year, the Ontario Science Centre hosted 200 events for 40,000 guests. Events included cocktail receptions among the exhibits, business meetings, film screenings in the OMNIMAX® Theatre, jazz concerts in the auditorium, a film shoot, and bar mitzvahs in the ballroom.

CORPORATE TRAINING PROGRAMS

Challenger Learning Centre, an ongoing exhibit at the Ontario Science Centre, is a realistic simulation of a space flight, incorporating both mission control and the spacecraft. Previously used only for school groups, corporate groups can now book the facility for a novel team-building program called "One Small Step...". For a full or half day, an adventure-based corporate training group leads a group of "astronauts" and "mission controllers" on a simulated flight to the moon.



surprising

"IT APPEALS TO ALL AGES. IT IS GREAT FOR BOTH OF OUR SONS
AND IS VERY ACCESSIBLE."

ANN D., PARENT

- ① MUSIC MAKERS: THE SCIENCE OF SOUND... THE ART OF MUSIC
- ② IBM PRESENTS ARITHMETRICKS: PERFECTLY PERPLEXING PUZZLES
- ③ THEME PARK: THE ART AND SCIENCE OF UNIVERSAL'S "ISLANDS OF ADVENTURE"

major

EXHIBITIONS

OUR DEDICATION TO INFORMAL SCIENCE LEARNING SIMPLY MEANS THAT WE MAKE SCIENCE FUN AND ENGAGING. THE ONTARIO SCIENCE CENTRE FINDS ENDLESS WAYS TO DO THIS, SOMETIMES BY OUR OWN INVENTION AND SOMETIMES BY SOURCING THE BEST OF TRAVELLING EXHIBITIONS.

MUSIC MAKERS: THE SCIENCE OF SOUND... THE ART OF MUSIC

Last summer the Science Centre was humming. Music Makers was an exhibition that celebrated the science of sound.

Regional music traditions took centre stage, with performances from artists around the world using traditional instruments. Plastic drinking straws became "mini-oboes" in workshops that also focused on nature sounds and music appreciation. An exhibition from Philadelphia's Franklin Institute Science Museum, called "What Makes Music", offered novel interactive explorations of sound vibration, pitch, tone and amplification.

"A great exhibit for all ages," lauded a parent. "I really liked the *Music Makers*," contributed one enthusiastic eight-year-old visitor from London, England.

IBM PRESENTS

ARITHMETRICKS: PERFECTLY PERPLEXING PUZZLES

Puzzle lovers of all ages matched wits with the world's toughest conundrums in this fascinating exhibition from Vancouver's SCIENCE WORLD.

The mathematical basis of puzzles was the underlying theme. Visitors could hone their puzzle-solving skills in one area before tackling 12 table-top puzzles in another. Arithmetots gave three- to six-year-olds an introduction to some mathematical principles. Three workstations were provided with educational math software suited to ages seven and up. One visitor commented, "*The Arithmetricks games are challenging and varied... my kids love to come.*" Another exclaimed, "*Arithmetricks was great!*"

THEME PARK: THE ART AND SCIENCE OF UNIVERSAL'S "ISLANDS OF ADVENTURE"

A rare behind-the-scenes look at Universal Studios' "Islands of Adventure" theme park was provided in this exhibition. Moving between six sections, visitors could design a roller coaster, view robotic dinosaurs from the inside out, appreciate water conservation in a water park, and watch Dr. Seuss characters jump off the page into three dimensions.

"*I especially liked the Cat in the Hat,*" wrote young Katherine.

Visceral



"IMAX DOME MAKES A FINE SHARK TANK."

JENNIE PUNTER, TORONTO STAR, JANUARY 28, 2000

- ① SPECIAL EFFECTS
- ② ISLAND OF THE SHARKS
- ③ OLYMPIC GLORY
- ④ TO THE LIMIT
- ⑤ CYBERWORLD
- ⑥ SOLARMAX

omnimax presents

THE 320-SEAT SHOPPERS DRUG MART®

OMNIMAX® THEATRE HAS BEEN A VALUABLE ADDITION TO WHAT WE OFFER OUR VISITORS. THE THEATRE'S 24-METRE WRAP-AROUND SCREEN EXTENDS BEYOND THE VIEWER'S PERIPHERAL VISION TO PROVIDE A THRILLING AND UNIQUE CINEMATIC EXPERIENCE.

Our lineup of exciting and educational films last year was perfectly suited to this dramatic format. Since opening in 1996, almost two million viewers have been awed by their experience in our Theatre.

SPECIAL EFFECTS

This film offers a behind-the-scenes look at Hollywood's bag of tricks, making space ships appear to fly or an oversize monster attack a large city.

ISLAND OF THE SHARKS

Two of the world's leading underwater filmmakers braved the shark-infested waters of Costa Rica's Cocos Island to

shoot this large-format film. *Island of the Sharks* lets viewers swim with whitetip reef sharks, marlins, sea lions and schools of hammerhead sharks.

THE HOME DEPOT® PRESENTS OLYMPIC GLORY

The 1998 Winter Olympics in Nagano, Japan came to the big, big screen in the film *Olympic Glory*, presented by The Home Depot®, and brought to our Theatre by Energizer Canada. Spectacular cinematography enhances spectacular performances, exposing the struggle and triumph of Olympians.

TO THE LIMIT

To The Limit is an inspirational film exploring the physical and psychological factors in human performance. As a world-class rock climber, a downhill skier and a prima ballerina perform, viewers see how their minds and bodies adapt to meet

the demands placed on them. This film was selected to complement Ontario school curriculum and our own school programs.

CYBERWORLD

CyberWorld is an adventurous tour through a virtual museum. It features eight segments of computer-generated animation, including scenes from the movie *Antz* and the popular television show *The Simpsons*.

SOLARMAX PRESENTED BY DUPONT CANADA INC.

This film, presented by DuPont Canada Inc., tells the story of humankind's struggle to understand the Sun. Real images of the Sun's surface, with its coronal mass ejections, streaking solar winds and magnetic loops, are combined with digital compositing to create unprecedented close-ups and high definition images of the Sun on the dome theatre screen.



source

"SCIENCE EXPRESS IS A VERY GOOD IDEA. IT GIVES CHILDREN A CHANCE
TO EXPLORE THEIR MINDS."

MERCEDES, A 15-YEAR OLD VISITOR

- ① ONTARIO TIMESHIP 2000
- ② SCIENCE EXPRESS IN NIAGARA FALLS
- ③ CANOE.CA & SCIENCE BEHIND THE NEWS

OUT IN THE COMMUNITY

IN 2000/2001 THE ONTARIO SCIENCE CENTRE WENT TO EXTENSIVE LENGTHS TO PROJECT OUR FACILITY AND OUR PRESENCE OUT INTO THE COMMUNITY.

ONTARIO TIMESHIP 2000

A young man named Justin Time is determined to captain his own time ship, and use it to explore time in Ontario – despite his sister's scepticism.

This concept, and the 441-square-metre travelling exhibition that embodied it, thrilled more than 100,000 visitors in 21 Ontario communities in the summer of 2000. Ontario Timeship 2000 was a joint project of the Ontario Science Centre, Science North and the Royal Ontario Museum. In just 23 weeks, Timeship 2000 logged 7,000 kilometres and travelled to every region of Ontario.

"This was an experience I will never forget," said Carina G. of New Liskeard, ON.

SCIENCE EXPRESS IN NIAGARA FALLS

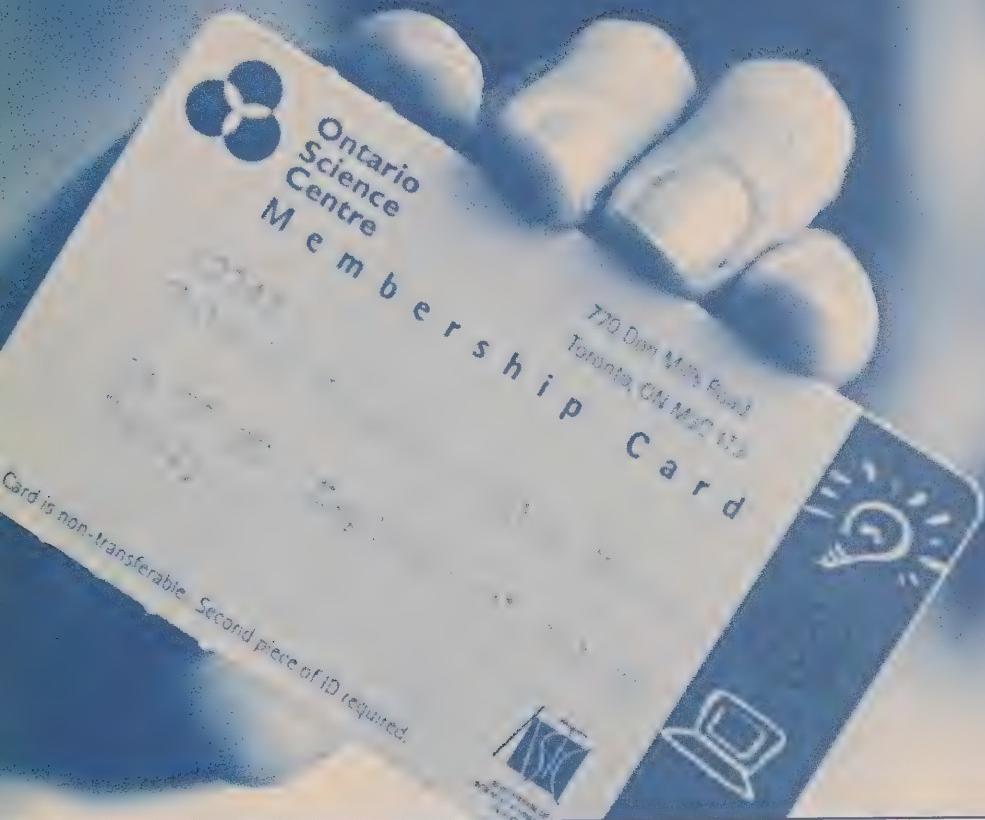
Of the estimated 14 million visitors that visited Niagara Falls, Ontario, last summer, approximately 1.3 million also stopped at Science Express, which houses a selection of Ontario Science Centre exhibits in a 232 square metre satellite location. Science Express is part of a major development effort to revitalize Niagara Falls and make it more attractive to tourists. It is also an effective, innovative marketing vehicle to drive traffic to the Science Centre in Toronto.

CANOE.CA AND SCIENCE BEHIND THE NEWS

Last year the Ontario Science Centre formed a partnership with popular Canadian website CANOE.CA to present "Where's the Science?". This feature views current events through the Science Centre lens and comments in the Science Centre voice. The website segment also poses perplexing scientific questions and includes interactive games.

As well, more and more employees are serving as expert spokespeople in the media. In one of many such examples, Science Centre Astronomy and Space Science Researcher Sara Poirier was interviewed by Global TV and CityTV about the partial solar eclipse last Christmas Day. Researchers Julie Jones and David Sugarman are others who have also recently appeared in radio and television interviews.

value



"My family and I have been Members for three years and during this period have been **delighted, amused and intrigued** by the most incredible and interesting displays and presentations! You treat us like family and we are privileged to consider you as part of ours."

ANDRE D. & FAMILY, GOLD MEMBERS

- ① MEMBERSHIP BENEFITS
- ② SUPPORTING MEMBERS

our members

MEMBERSHIP BENEFITS

All levels of Membership with the Ontario Science Centre provide free access to exhibits, discounts on OMNIMAX® films, Mastermind (the Science Centre gift store) and parking, as well as newsletters, special events and more. Supporting and Gold Members receive further benefits. Among the most popular are the free visits to the Shoppers Drug Mart® OMNIMAX® Theatre and free parking. They are also the first to preview OMNIMAX® films before they open to the general public. Preview attendance numbers frequently exceeded capacity last year, prompting us to extend previews to meet the growing demand for this popular benefit. In addition, Supporting Members receive tax receipts for their much-appreciated donations to the Science Centre.

OUR MEMBERS ARE AN EVER-GROWING SEGMENT OF OUR VISITORS AND NOW REPRESENT OVER 10% OF OUR TOTAL VISITATION. MEMBERSHIP SALES REVENUE HAS INCREASED 21% OVER THE PREVIOUS YEAR. MEMBERS RETURN AN AVERAGE OF THREE TIMES DURING EACH MEMBER YEAR.

The number of Supporting Members, which represents the highest tier, grew by 106% over last year. Membership to the Science Centre definitely brings with it many benefits. Not only are Members the first to see new exhibitions and films, they also enjoy special events. They care deeply about what we do and their support is a stable, growing source of revenue.

SUPPORTING MEMBERS

\$1,000 and Above

Dr. Robert Miller & Mr. Grant Miller

\$80 – \$999

Mr. Ron Baker

J. Bennett & B. Rathbone

Nancy Birnbaum & Rod Skelton

Mrs. E. Cahusac

Thomas Connell, Sara Griffiths & family

Dr. Timothy Cook & Sharon Groom

Ms. Jennifer Duchesne

Mr. Ted Duncan

Dr. Haydee Flor

Dr. D. Ray Freebury & Mrs. Diane Freebury

Mr. Art Liem & Ms. Vanessa James

Mrs. Ellen Lin-Woo & Mr. William Woo

Mr. Stephen Lister & Dr. Margaret Rundle

Mr. John Maynard & Mrs. Susan Maynard

Katherine McLaughlin & Richard Callander

Sonya Munro & Brock Munro

James & Allison Parks & family

Peter Poon & Shirley Poon

Ms. Carolyn Ricketts

Mark Ritchie

Ms. Lene Rosenmeier & Mr. Chris Currie

Frank & Connie Saullo

Ms. Ann Savege

Elizabeth Schad & Robert Schad

Michael Scott

Mary Lou and Lawrence Sinclair & family

The Smit family

Dr. Linda Stirk & Dr. David Cole

Dr. Andy Tsang & family

Patricia Walshe & Patrick Walshe

Mrs. Margaret Y. Wong & Mr. Andrew Ng



knowledgeable

"OSCLUB has been an incredible growth experience. It is exciting and refreshing to work with such a wide variety of dedicated teachers, enthusiastic students and concerned professionals in an out-of-school context."

CATHERINE LITTLE, INSTRUCTIONAL LEADER – SCIENCE AND TECHNOLOGY, TORONTO DISTRICT SCHOOL BOARD

- 1 SCHOOL PROGRAMS
- 2 OSCLUB
- 3 CAMPS
- 4 OVERNIGHTERS
- 5 SCIENCE SCHOOL

education programs

MANY YOUNG VISITORS HAVE WISHED THAT THE ONTARIO SCIENCE CENTRE WERE THEIR PERMANENT CLASSROOM. IN MANY DIFFERENT WAYS, WE MAKE THEIR WISH COME TRUE!

"Your programs
are excellent.
Scientific principles
can be seen
in real life."

SCHOOL PROGRAMS

The Ontario Science Centre continues to strengthen its relationship with students, teachers and school boards by providing engaging learning experiences that inspire a connection between science, technology and our everyday lives. Our 36 science and technology programs for Canadian school groups are fun, interactive and educational, and are carefully correlated to the Ontario Curriculum for Kindergarten to OAC. Our dynamic team of Science Educators brought science to life for over 200,000 students and teachers, making educational programs bigger and better than ever in 2000/2001.

OSCLUB

OSCLUB, developed by the Ontario Science Centre in partnership with the Toronto District School Board, is a program for students, teachers and mentors that explores new ways of teaching and learning science, mathematics and technology.

By developing and delivering professional development sessions, OSCLUB teachers become "agents of change" in the public education system. OSCLUB received seed funding from the Lucent Technologies Foundation.

education programs

continued

"I am so impressed, not only by the value the Science School students place on education but by their sheer abilities. The first biology lab I saw in an was an extraordinary experience. Alcan Inc. is proud to support this marvelous learning experience for young Canadians. We applaud the Science Centre for the quality of its programs."

CAMPS

OSCamp is a summer day camp program that operates through July and August. For one or two weeks, children aged 5 to 12 years can experience the exciting possibilities of science and technology, from wildlife to microchips.

In 2000, two themes ran on alternate weeks: The Wonders of Chemistry and Toying with Science. "My daughter had the time of her life!" exclaimed one parent. Another said, "My children had a great time and want to come back next year."

OVERNIGHTERS

Talk about the ultimate slumber party! More than 5,800 visitors slept over at the Science Centre last year. Seventeen science overnighter events delighted Boy Scout and Girl Guide groups, and two specially themed overnights for families included a Halloween event (complete with bat expert) and Space event (with Canadian astronaut Ken Money). In addition to a science show, participants get an OMNIMAX® film, workshops and a snack before bedding down among the exhibits – not to mention breakfast in the morning. "It was the best!" said Bryanne.

SCIENCE SCHOOL

Each year, 56 high school seniors are given the opportunity to take three or four OAC courses during one semester in the dynamic environment of the Science Centre. The program is presented in partnership with the Toronto District School Board and the Toronto Catholic District School Board. As well as attending classes, the students act as Science Centre hosts, work with children and use resources such as the biotechnology lab and computer learning centre. The Science School is supported by Alcan Inc.

education programs

continued

"We can say with pride that it has been an immensely life-affirming experience. Suddenly it seems to make sense to care about school. It makes sense to spend the night pondering physics formulae and biological curiosities.

"So what next? we ask. Well, we will all go back to the doldrums of normality. But we know that everything we've learned here, scientific and otherwise, will serve us well when we go on into the world. We know we will see great things from all of you. Engineers, Doctors, Musicians, Agronomists. We all have so much ahead of us; it's staggering to imagine.

"So, as you go out and follow your heart, remember to stop once in a while, look up and think about the future. Then look back and remember this."

Excerpt From Valedictorian Address

SS (Ontario Science Centre Science School) Semester 37

connected

"At Bayer, we are very pleased with our long-standing relationship with the Ontario Science Centre because it provides a highly visible way for us to illustrate our commitment to science education. Through our partnership, Bayer has sponsored The Human Body exhibition and the annual Family Health Fair at the Centre. The Health Fair is not only a way for our employees who run the Bayer booth to connect with the public and provide product and health information, but enables us to come together with our partners, such as Canadian Blood Services and Ontario Pharmacists' Association, to deliver important content, first-hand."

DR. DAVID HILLENBRAND, PRESIDENT AND CHIEF EXECUTIVE OFFICER, BAYER INC.



- ① NATIONAL WILDLIFE WEEK
- ② NATIONAL ENGINEERING WEEK
- ③ NATIONAL BIOTECHNOLOGY WEEK AND THE AVENTIS BIOTECH CHALLENGE
- ④ BAYER HEALTH FAIR

OUR PARTNERS

AT THE ONTARIO SCIENCE CENTRE, PARTNERS HELP TO CREATE THE LINK BETWEEN PURE SCIENCE AND ITS PRACTICAL "REAL-WORLD" APPLICATIONS. THIS PERSPECTIVE IS ABSOLUTELY VITAL, AND THAT'S WHY PARTNERS WILL ALWAYS BE A BIG PART OF WHAT WE DO.

NATIONAL WILDLIFE WEEK

National Wildlife Week is always a big hit at the Ontario Science Centre. This year, the presentation studied "Migration... An Incredible Journey".

Live species habitat presentations were put on by Jungle Cat World, an accredited zoological park. Attendance neared capacity at all shows. Migration and biodiversity monitoring taught outdoor fieldwork, and video screenings followed Monarch butterfly and Humpback whale migrations.

NATIONAL ENGINEERING WEEK

Anything is possible! That was the theme of National Engineering Week at the Science Centre, which involved Professional Engineers Ontario, Consulting Engineers of Ontario, and engineering technicians and technologists in Ontario.

A rich array of events and workshops were organized for children of all ages. The week kicked off with Phil from TVO Kids presenting the Engineering Blast-Off Show complete with a sneak preview of TVO's new show, *Engineers are Everyday Heroes*. K'NEX building workshops ran throughout the week, and secondary students ran a Robo-Biathlon in the Canada First Robotics Competition in early March.

Also in March, an Engineering Innovation Forum called Home Smart Home focused on new technologies in home safety, entertainment, distance learning and home offices.

NATIONAL BIOTECHNOLOGY WEEK AND THE AVENTIS BIOTECH CHALLENGE

National Biotechnology Week was a rousing success.

The first of two parts, the Aventis Biotech Challenge (ABC) is a competitive exhibition of projects by senior high school students enrolled in biology courses.

The ABC is run in 10 cities across Canada. At the Science Centre's exhibition for the GTA, an expert panel of judges selects the winning projects. This year, 250 people attended the awards ceremony.

National Biotech Week also features a lecture series for visiting school groups from Grades 7 to OAC. The 45-minute lectures by pioneering Canadian researchers covered topics such as the Human Genome Project, Growing Organs from Stem Cells, Crime Science, Cancer Vaccines and other contemporary topics. And, recognizing that the lectures are at the Science Centre, most speakers gave a "twist" to their remarks to ensure the audiences were especially engaged.

BAYER FAMILY HEALTH FAIR

Healthier living was the focus of last year's Bayer Family Health Fair. Bayer Inc. was the premier partner in this event that also included Shoppers Drug Mart® and several health-based associations.

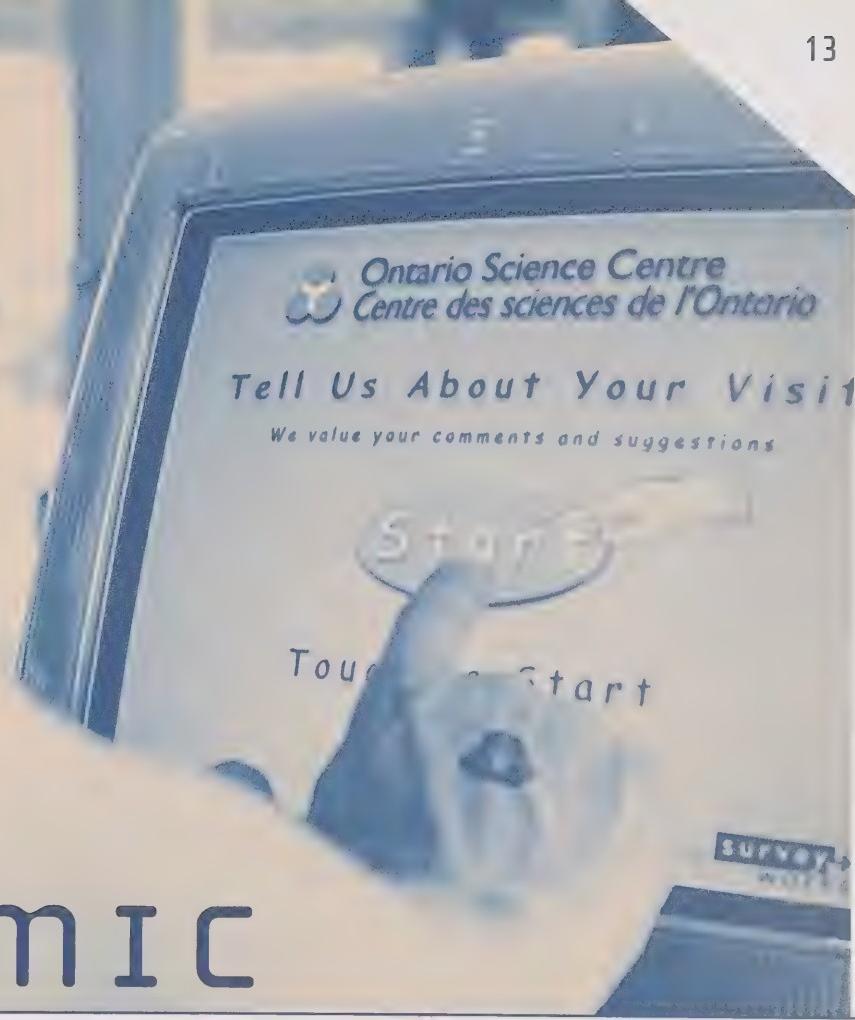
Activities were many and varied, including fitness tests, home safety clinics, nutrition tips and women's health advice. An interactive quiz show was operated by the Ontario Pharmacists' Association and positive parenting tips were presented by a Toronto Public Health nurse.

A private forum called The Bayer – Canadian Blood Services – Héma-Québec Partnership Fund Symposium was held for medical and scientific professionals on blood-related conditions and treatments.

DYNAMIC

"I started to work at the Centennial Centre of Science and Technology as a Mail Clerk. I thought the position would last only 6-8 months. Little did I know that I would still be here **34 years** later and now be approaching retirement as the Associate Director, Facility Services. The fact that I work in such a fascinating, **constantly evolving environment** has kept me motivated to always do the best job possible."

JOHN MACDONALD, ASSOCIATE DIRECTOR FACILITY SERVICES



- ① VISITOR SERVICES WORKS INITIATIVES
- ② ONGOING CUSTOMER SERVICE TRAINING
- ③ TELL US ABOUT YOUR VISIT
- ④ UNITED WAY AND FEDERATED HEALTH CAMPAIGN

our people

THIS PAST YEAR, THE SCIENCE CENTRE FOCUSED ON IMPROVEMENT IN SEVERAL AREAS, FROM ENHANCING OUR SERVICES TO THE VISITOR TO FUNDRAISING FOR THE COMMUNITY.

VISITOR SERVICES WORKS INITIATIVES

With a commitment to enhancing visitor service excellence, the Ontario Science Centre embarked on an ambitious campaign to improve key aspects of the experience. A Visitor Information Program was initiated to evaluate attendance, visitor profiles and visitor satisfaction. An inter-departmental team was created to continuously identify and improve overall visitor satisfaction.

Signage received an overhaul, from nearby highways to the parking lot, right into the facility itself. Video information kiosks were upgraded and a new access guide for visually impaired visitors can be used by escorts to locate exhibits.

In 2000, the Ontario government allotted the Ontario Science Centre \$1.4 million for capital improvements. These funds were used to refurbish the parking lots and kiosks, to create a new rental space, as well as improve staff work environments.

ONGOING CUSTOMER SERVICE TRAINING

Training and learning helped Science Centre staff provide outstanding visitor service. New hosts are formally trained for two weeks and receive off-site training in communication skills. They are also trained to serve as experts on particular exhibits.

Effective training is also achieved through peer engagement and coaching. Senior visitor service staff serve as coaches, researchers and mentors. They also role-play in real-life simulations. Supervisory staff participate in professional development programs of The Ontario Professional Ticketing Association and the International Ticketing Association.

TELL US ABOUT YOUR VISIT

The Ontario Science Centre introduced a computer survey to measure visitor satisfaction five years ago. Since then, we installed a faster touch-screen computer and reprogrammed the survey. The user-friendly, graphically appealing system developed for the Science Centre has subsequently been adopted by museums around the continent.

UNITED WAY AND FEDERATED HEALTH CAMPAIGN

Employees, students and family members raised a record \$24,142 for the United Way of Greater Toronto in the millennium year – a 20% increase over our previous best. Science Centre staffers scaled the CN Tower stairs, hurtled down Bay Street with a sculptured moose, and clicked through a frenzied electronic auction.

Ontario Science Centre staff also directly affected research and awareness in health care through the annual Federated Health Campaign. Last year, staff raised \$15,373, a 29.6% increase over the previous year. Their efforts were rewarded by the Co-chair of the fundraising team who graciously shaved her head after challenging colleagues to reach the goal.



INVITING

"Working with organizations like the Ontario Science Centre is important to us, since it allows us to provide our customers with the best product possible. We appreciate the **sound relationship between us**, and hope it will continue long into the future."

DAVID W. SNYDER, PRESIDENT, TRAVEL ADVENTURES, INC. (TOUR OPERATOR, MICHIGAN)

- 1 GROUP TOURS
- 2 PARTNERSHIPS

group VISITS

THE ONTARIO SCIENCE CENTRE IS A RECOMMENDED TOURIST STOP FOR ANYONE VISITING THE TORONTO AREA. OUR TOURIST APPEAL IS ACTIVELY PROMOTED ON A FORMAL BASIS BY THE ORGANIZATION.

the
BUS STOPS
here

GROUP TOURS

About 15% of all Ontario Science Centre visitors are part of a tour group. These groups consist of corporate and individual travellers mainly from Ontario, Quebec, and the nearby American states of New York, Michigan, Pennsylvania, Ohio and New Jersey. Some tours originate in more distant states, as well as other countries. To make these groups aware of our offering, staff from the Ontario Science Centre are actively involved at travel industry trade shows, events, meetings and presentations throughout North America.

PARTNERSHIPS

Partnerships add further support to these marketing efforts. The Science Centre benefits from connections with Tourism Toronto, Ontario Travel, and Attractions Ontario. The National Tour Association, American Bus Association, Ontario Motor Coach Association, Quebec Bus Owners Association, and the Student and Youth Travel Association also help spread the word. Hotel partners, co-operative attractions, and chambers of commerce have all done their part to boost attendance.



energy

"This science centre exemplifies everything that the rest of us should be doing, want to be doing and maybe have a glimmer of hope to be doing some day... The Ontario Science Centre is definitely a five-star ASTC member. All I can say is **WOW! I was impressed.**"

GAIL BECKER, PRESIDENT – ASSOCIATION OF SCIENCE AND TECHNOLOGY CENTERS, DIRECTOR – LOUISVILLE SCIENCE CENTER

1. OVERVIEW OF INNOVATION
PROJECT/PROCESS AND
ACHIEVEMENTS TO DATE

2. AWARDS RECEIVED

our quest for excellence

IN 2000, AS EVER, THE ONTARIO SCIENCE CENTRE MOVES AT THE LEADING EDGE OF SCIENCE COMMUNICATION, CONTENT AND PRESENTATION. LAST YEAR, WE RECEIVED THREE AWARDS FOR DIFFERENT AREAS OF OUR OPERATION. NOW WE'RE EMBARKING ON PERHAPS OUR MOST AMBITIOUS UNDERTAKING EVER – THE INNOVATION PROJECT.

OVERVIEW OF INNOVATION PROJECT / PROCESS AND ACHIEVEMENTS TO DATE

In May 2000, Ontario's Finance Minister released the Annual Provincial Budget including a \$300 million SuperBuild Sports, Culture and Tourism Partnerships program. The announcement included a \$15 million contribution towards a new \$30 million project at the Ontario Science Centre – the Innovation Project.

The Innovation Project is in the planning stage to develop a series of new experiences, where visitors will be transformed into participants – able to co-create and innovate alongside

resident and external experts in a variety of disciplines. Partners from the corporate, academic and scientific communities will play a large role. We will be inviting these partners to co-develop program content, and actually co-deliver the experiences with Science Centre staff, making the Innovation Project an inspiration engine that encourages creative thought and action.

The project will revolve around inquiry-based activities that challenge our visitors to become critical thinkers able to question, understand and respond to the implications of technological adaptation

and current socio-scientific issues. By inviting them to take controlled risks, we will encourage participants to innovate and embrace innovative thinking.

AWARDS RECEIVED

- > Marketing and Creativity Award from the Giant Screen Theater Association for the advertising campaign for *Island of the Sharks*.
- > Best Indoor Attraction (Provincial and National) from Attractions Canada for Timescape: Unearthing the Mysteries of Time.
- > Best Family Site from NOW Magazine readers.





ONTARIO SCIENCE CENTRE 2000/2001

Sponsors

Financial Statements

Board Members



our sponsors

"As a past Ontario Science Centre campaign donor and Presenting Sponsor of Timescape, DuPont Canada returned to sponsor SOLARMAX because the partnership was a natural fit. We are a science company, committed to promoting science literacy, and we produce a range of high-performance products to meet every need under the Sun. We applaud and support the efforts of the Ontario Science Centre to open minds to science."

JIM BARTON, VICE PRESIDENT - OPERATIONS & SUSTAINABLE GROWTH, DUPONT CANADA INC.

Sponsorship is vital to the work of the Ontario Science Centre. In addition to funding, in-kind equipment and services necessary to maintain our public offerings, sponsors provide the Ontario Science Centre with access to a wide range of expertise.

COMPAQ CANADA AND IN-KIND SUPPORT

For more than seven years, Compaq Canada has been the preferred technology provider for the Ontario Science Centre. Compaq equipment is featured in the technology exhibits, including the Information Highway and the Learning Centres.

Compaq's in-kind sponsorship provides the most up-to-date, advanced computing capability for exhibit conception, creation and installation.

TETRA PAK AND PAPERMAKING

The Science Centre is proud to have Tetra Pak Canada sponsor our Papermaking Demonstration. . Tetra Pak is best known for its "drink box" carton that can be recycled by 70% of the households in Canada. Recycled drink boxes become paper towels, toilet tissue, plastic pallets and recycling bins.

Key Sponsors

Compaq Canada Corp.

INFORMATION HIGHWAY EXHIBITION & LEARNING CENTRES

DuPont Canada Inc.

TIMESCAPE EXHIBITION & SOLARMAX FILM

Lucent Technologies Canada

OSCLUB

Ontario Cultural Attractions Fund

TIMESCAPE EXHIBITION

Alcan Inc.

SCIENCE SCHOOL & SCHOOL PROGRAMS

Atomic Energy of Canada Ltd.

SCHOOL PROGRAMS

Bayer Inc.

HUMAN BODY EXHIBITION & BAYER FAMILY HEALTH FAIR

Coca-Cola Bottling Company

SOFT DRINK SUPPLIER

Intel of Canada, Ltd.

INFORMATION HIGHWAY EXHIBITION

Microsoft Canada Co.

INFORMATION HIGHWAY EXHIBITION

Tetra Pak Canada Inc.

PAPERMAKING DEMONSTRATION

ABB Inc.

CANADA FIRST ROBOTICS COMPETITION (SCIENCE CENTRE TEAM)

Celestica

CANADA FIRST ROBOTICS COMPETITION (SCIENCE CENTRE TEAM)

Energizer Canada Inc.

THE HOME DEPOT® PRESENTS OLYMPIC GLORY

Fuji Photo Film Canada Inc.

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BIRD SEED & FEEDERS

Professional Engineers Ontario

K'NEXHIBITION PROGRAMMING
& THE LIVING EARTH EXHIBITION

Renewal Donors

SC Johnson – A Family Company

SC JOHNSON STUDIO 1

Continuing Friends of the Ontario Science Centre

Aramark Canada Ltd.

Robert Ehrenfeld

Mastermind Educational

Stanley Todorow Estate

Annual Donors

\$80 - \$1000

Angela Balan

Teri Kirk

Margaret (Peggy) Mulligan

Nancy Birnbaum

Corinna Lee

Dr. Barbara Murck

Dr. Haydee Flor & Leonilo G.T. Flor

Lesley Lewis

Konrad Radacz

John A. Gillett

Nancy Lockhart & Murray Frum

Andre Roberge

Roy Graydon

Susan Lum

Helen Janca Scott

Rosemary Hall

Dr. Robert Martinek

Shoppers Drug Mart/Arthur Konviser

Dr. Heather Jamieson

John Matheson

Ted Snider

**THE FOLLOWING CORPORATE DONORS, FOUNDATIONS AND INDIVIDUALS SUPPORTED
THE ONTARIO SCIENCE CENTRE'S "BE PART OF THE BIG PICTURE" CAPITAL CAMPAIGN.**

SUPERNova DONORS**\$2 million leadership gift**

Shoppers Drug Mart
& Imasco Limited

\$750,000

Apotex Foundation

\$500,000

Novopharm Limited
Procter & Gamble Inc.
The Procter & Gamble Fund

\$250,000

Genpharm Inc.
IBM Canada Ltd.
Imperial Oil Charitable Foundation
Unilever Canada Limited

\$100,000 - \$249,999

Canadian Imperial Bank
of Commerce
Carlton Cards Limited
Compaq Canada Corp.
DuPont Canada Inc.
Inco Limited
Johnson & Johnson Family
of Companies
TD Canada Trust Co.

Nebula Donors [\$50,000 - \$99,999]

American Express Canada Inc.
Bristol-Myers Squibb Consumer
Products Group
Canadian Pacific Charitable
Foundation
Coca-Cola Beverages Ltd.
Kodak Canada Inc.

Manulife Financial

Microsoft Canada Co.

NEC Technologies Inc.

Royal Bank of Canada

Charitable Foundation

SC Johnson – A Family Company

Galaxy Donors [\$25,000 - \$49,999]

Atlantic Packaging Products Ltd.
Bank of Nova Scotia
CCL Industries Inc.
Cara Operations Ltd.
Cisco Systems Canada Co.
Coca-Cola Ltd.
Colgate-Palmolive Canada Inc.
Conros Corporation
Deloitte & Touche LLP
GE Capital IT Solutions
George Weston Limited
H.J. Heinz Company of Canada Ltd.
Mead Packaging (Canada) Ltd.
Pattison Outdoor Advertising
Pratt & Whitney Canada Inc.
Revlon Canada Inc.
The Oshawa Group Limited
(Sobeys Canada)
Toronto-Dominion Bank
(CIBC) Wood Gundy Securities Inc.

Red Giant Donors [\$10,000 - \$24,999]

Accenture
Alberto-Culver Canada Inc.
Aramark Canada Ltd.
Canada Life Assurance Company
Chester Plastics (1975) Limited
Cineplex Odeon Corporation
Compugen Systems Ltd.

Duracell Canada Inc.

Eli Lilly Canada Inc.

Enbridge Consumers Gas

FCB Canada

General Electric Canada Inc.

Gerber Canada Inc.

Goldcorp Inc.

Jackman Foundation

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Technologies Inc.

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of Canada Ltd.

McKinsey & Co.

Nestlé Canada Inc.

OBUS Forme Ltd.

PCL Plastics Corporation

PricewaterhouseCoopers LLP

Spray-Pak Industries

The Perrier Group of Canada

The Sun Life Companies

Star Cluster Donors [\$5,000 - \$9,999]

Carter-Horner Inc.
Chanel Canada Inc.
Clorox Canada Corporation
Ferrero Canada Ltd.
GlaxoWellcome Inc.
Hollinger Inc.
Kimberley-Clark Inc.
Nabisco Ltd.
Reckitt & Coleman Canada
Schwarzkopf Ltd.
Sunbeam-Oster Corporation
(Canada) Limited
Suntech Optics Limited

FINANCIAL STATEMENTS

For the Year Ended March 31, 2001

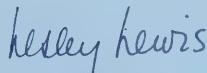
Management's Responsibility For Financial Information

Management and the Board of Trustees of the Ontario Science Centre are responsible for the financial statements and all other information presented in this Annual Report. The financial statements have been prepared by Management in accordance with generally accepted Canadian accounting principles, and, where appropriate, include amounts based on Management's best estimates and judgements.

The Ontario Science Centre is dedicated to the highest standards of integrity in its business. To safeguard assets, the Centre has a sound set of internal financial controls and procedures that balance benefits and costs. Management has developed and maintains financial and management controls, information systems and management practices to provide reasonable assurance of the reliability of financial information.

The Board of Trustees meets quarterly to oversee the financial activities of the Centre, including an annual review of the financial statements and the Provincial Auditor's report.

The financial statements have been examined by the Provincial Auditor. The Provincial Auditor's responsibility is to express an opinion on whether the financial statements are fairly presented in accordance with generally accepted accounting principles. The Auditor's Report outlines the scope of the Auditor's examination and opinion.



Lesley Lewis
Director General

June 8, 2001



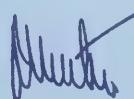
Grant Troop
Acting Director
Business Planning
and Operations

Auditor's Report to the Board of Trustees of the Centennial Centre of Science and Technology and to the Minister of Tourism, Culture and Recreation

I have audited the balance sheet of The Centennial Centre of Science and Technology as at March 31, 2001 and the statements of operations, changes in equity, and cash flows for the year then ended. These financial statements are the responsibility of the Centre's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Centre as at March 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



J.R. McCarter, CA
Assistant Provincial Auditor

Toronto, Ontario
June 8, 2001

Balance Sheet as at March 31, 2001

	2001 \$	2000 \$
ASSETS		
Current		
Cash and short-term investments	4,929,204	4,856,276
Accounts receivable	864,341	1,140,494
Prepaid expenses	148,477	123,584
Inventory of general stores and small tools	138,176	120,831
Work-in-progress	33,224	—
	6,113,422	6,241,185
Capital Assets (Note 4)	16,836,368	19,970,838
Special Purpose Funds (Note 3)		
Cash and short-term investments	392,260	373,277
	23,342,050	26,585,300
LIABILITIES, EQUITY AND FUND BALANCES		
Current Liabilities		
Accounts payable and accrued liabilities	2,267,772	1,670,750
Deferred income	1,692,232	1,623,120
Due to the Province of Ontario	8,615	1,353,927
Loan Payable [Note 9(b) and (c)]	766,667	166,667
	4,735,286	4,814,464
Long-Term Liabilities		
Loan Payable to Province of Ontario [Note 9(a)]	5,300,000	5,300,000
Loan Payable to Ontario financing Authority [Note 9(b)]	—	600,000
Loan Payable [Note 9(c)]	664,036	830,703
	5,964,036	6,730,703
Deferred Capital Contributions (Note 5)	8,566,991	9,652,713
Equity		
Invested in Capital Assets (Note 6)	8,269,377	10,318,125
Deficit	(4,585,900)	(5,303,982)
	3,683,477	5,014,143
Special Purpose Fund		
Fund balance	392,260	373,277
	23,342,050	26,585,300

See accompanying notes to financial statements.

Approved on behalf
of the Centre:*N. Lohr*

Trustee

P. Rose

Trustee

Statement of Operations for the Year Ended March 31, 2001

	2001 \$	2000 \$
Revenue		
Province of Ontario		
Operating grant	11,154,000	10,813,100
Occupancy grant [Note 11(b)]	3,967,400	3,970,400
Facilities Improvement Grant	837,896	—
Exhibit Grant	125,000	62,500
Y2k Grant	—	2,092,311
Fees		
General Admission	3,049,062	2,879,738
Parking	635,825	563,565
Revenue from Ancillary Operations (Schedule 1)	11,074,748	9,237,657
	30,843,931	29,619,271
Expenses		
General Operations		
Salaries and Benefits	11,441,574	11,866,358
Other Operational Expenses	6,080,998	6,680,205
Research and Development (Note 12)	781,302	—
Occupancy Costs [Note 11(b)]	3,467,259	4,018,416
Expenses from Ancillary Operations (Schedule 1)	8,196,395	6,975,937
	29,967,528	29,540,916
Excess of Revenue over Expenses before amortization	876,403	78,355
Amortization of deferred capital contribution (Note 5)	1,085,722	1,085,722
Amortization Expense	(3,273,808)	(3,415,623)
Net loss for the year	(1,311,683)	(2,251,546)

Statement of Changes in Equity for the Year Ended March 31, 2001

	2001	2000
	\$	\$
Equity Invested in Capital Assets		
Balance, beginning of year	10,318,125	7,265,689
Excess of capital assets purchased over grants received	139,338	—
Net loss for the year	[2,188,086]	(2,251,546)
Allocation of investment income to Special Purpose Fund	—	—
Balance, end of year	8,269,377	5,014,143

See accompanying notes to financial statements.

Statement of Cash Flows for the Year Ended March 31, 2001

	2001	2000
	\$	\$
Cash Flows from Operating Activities		
Net loss for the year	(1,311,683)	(2,251,546)
Special Purpose Fund net income (loss)	—	(67,043)
Adjustments against net loss not requiring an outlay of cash		
> Amortization of capital assets	3,273,808	3,415,623
> Amortization of deferred capital contribution	[1,085,722]	(1,085,722)
	876,403	11,312
Net change in non-cash working capital	121,513	(1,250,522)
Net cash generated through (used in) operating activities	997,916	(1,239,210)
Cash Flow from Investing and Financing Activities		
Capital Assets acquisitions	(139,338)	(1,981,957)
Receipt of Capital Contribution	—	943,472
Reduction in long-term debt	[600,000]	—
Repayment of Loans	[166,667]	(166,667)
Net cash used in investing and financing activities	(906,005)	(1,205,152)
Net (decrease) increase in cash and short-term investments, during the year	91,911	(2,444,362)
Cash and short-term investments, beginning of year	5,229,553	7,673,915
Cash and short-term investments, end of year	5,321,464	5,229,553

**Schedule of Revenue and Expenses from Ancillary Operations
for the Year Ended March 31, 2001**

SCHEDULE 1

	2001			2000		
	Revenue	Expenses	Net	Revenue	Expenses	Net
School Admissions/Programs	1,220,740	1,303,742	(83,002)	1,203,639	1,148,218	55,421
Camps/Programs	605,537	828,263	(222,726)	446,148	777,310	(331,162)
Facility Rentals	572,223	304,300	267,923	376,646	216,014	160,632
OMNIMAX®	1,754,608	1,911,048	(156,440)	2,090,933	2,085,267	5,666
International Sales and Rentals	3,379,032	2,511,390	867,642	2,108,089	1,543,606	564,483
Sponsorship/Donations	1,645,682	1,005,939	639,743	1,367,731	874,753	492,978
Memberships	645,479	294,656	350,823	543,452	297,542	245,910
Concessions	631,956	703	631,253	611,463	5,186	606,277
Interest	600,508	36,354	564,154	489,556	28,041	461,515
Special Purpose Fund	18,983	-	18,983	-	-	-
TOTALS	11,074,748	8,196,395	2,878,353	9,237,657	6,975,937	2,261,720

Notes to Financial Statements March 31, 2001**1. NATURE OF THE BUSINESS**

The Centennial Centre of Science and Technology, commonly known as the Ontario Science Centre, was established under The Centennial Centre of Science and Technology Act. The Centre's mission is 'To delight, inform and challenge visitors through engaging and thought-provoking experiences in science and technology'. The general operations of the Centre are supported by operating grants from the Province, by admission fees and by other revenues earned through ancillary business operations. Revenues and expenses for ancillary business operations are reported on Schedule 1 of the financial statements.

2. SIGNIFICANT ACCOUNTING POLICIES**a. Basis of Accounting**

The financial statements of the Centre have been prepared in accordance with Canadian generally accepted accounting principles.

b. Inventory

Inventory is valued at the lower of cost or replacement cost.

c. Capital Assets

Capital assets are recorded at cost less accumulated amortization. Amortization is calculated using the straight-line method over the estimated useful lives of the assets as indicated below:

OMNIMAX® Theatre Leasehold Improvements	20 years
Leasehold Improvements	10 years
Exhibits	10 years
Exhibits – Rentals	4 years
Furniture, Fixtures and Equipment	5 years
Computer Equipment	3 years

The land on which the Centre is located is leased from the City of Toronto for \$1 per annum on a 99-year lease which commenced July 1, 1965. The Ontario Realty Corporation owns the buildings which house the Centre.

d. Pledges

Pledges to donate funds are included in income when received.

e. Revenue Recognition

Revenue on exhibits manufactured for sale is recognized on a percentage of completion basis.

3. SPECIAL PURPOSE FUND ADMINISTRATION

The use of certain sources of revenue may be restricted for a specific purpose by external contributors. The Board of Trustees can spend any funds not otherwise restricted by external contributors for any purpose, provided the expenditures promote the objectives of the Centre.

As at March 31, 2001, \$67,320 (2000 – \$67,320) of the special purpose fund balance was restricted by external contributors for use in supported activities.

4. CAPITAL ASSETS

Capital assets consists of the following:

	March 31, 2001	2000	
	\$	\$	
	Cost	Net Book Value	Net Book Value
Exhibits	15,593,321	2,623,819	3,884,875
Exhibits – Rentals	1,473,047	460,000	1,298,047
OMNIMAX® Theatre Leasehold Improvements	14,559,900	3,639,975	10,919,925
Leasehold Improvements	4,505,851	2,567,579	1,938,272
Furniture, Fixtures and Equipment	972,038	813,831	158,207
Computer Equipment	2,183,728	2,000,630	183,098
	39,287,885	22,451,517	16,836,368
			19,970,838

5. DEFERRED CAPITAL CONTRIBUTIONS

Deferred capital contributions represent the amount of donations and government grants received and used to acquire capital assets but not yet recognized as revenue. Revenue will be recognized over the same period as the expected life of the capital assets to which they relate, in order to properly match revenues with costs. The changes in the deferred contributions balance are as follows:

	2001	2000
	\$	\$
Balance, beginning of year	9,652,713	9,794,963
Donations received and deferred during the year	–	943,472
Amortization of deferred capital contributions	[1,085,722]	(1,085,722)
Balance, end of year	8,566,991	9,652,713

Notes to Financial Statements March 31, 2001**6. EQUITY INVESTED IN CAPITAL ASSETS**

Equity invested in capital assets represents the following:

	2001 \$	2000 \$
Capital assets, net	16,836,368	19,970,838
Less amount financed by deferred capital contributions	[8,566,991]	(9,652,713)
	<u>8,269,377</u>	<u>10,318,125</u>

7. PROPERTY MAINTENANCE AND REPAIRS

Certain maintenance and repair expenses of the Centre are absorbed by the Province of Ontario and are not included in the Statement of Operations.

8. PENSION PLAN

The Centre provides pension benefits for substantially all its permanent employees through participation in the Public Service Pension Fund (PSPF) and the Ontario Public Service Employees' Union Pension Fund (OPSEU Pension Fund) which are multi-employer plans established by the Province of Ontario.

The Centre's contributions related to the pension plans for the year were \$682,362 (2000 – \$719,448). These contributions have been included in salaries and employee benefits in the Statement of Operations.

In addition, the cost of post-retirement non-pension benefits were paid by MBS and are not included in the statement of operations and retained earnings.

9. LOANS PAYABLE**a. Loan from Province of Ontario**

The Province made an interest-free repayable loan of \$5,300,000 to the Centre to construct the OMNIMAX® Theatre. The Centre shall repay this loan by annual payments commencing in 1999/2000 in amounts equal to 50% of the average annual profits received by the Centre from the OMNIMAX® Theatre during the previous two fiscal years, if any. Such annual payments shall continue until the principal of the loan is repaid.

b. Loan from the Ontario Financing Authority

The Ontario Financing Authority (OFA) agreed to lend the Centre an amount not to exceed \$3,007,000, at interest calculated based on the OFA prevailing 90-day lending rate. The Centre is to repay the amount outstanding together with accrued interest by March 31, 2002.

Notes to Financial Statements March 31, 2001

9. LOANS PAYABLE (CONTINUED)

c. Food Service Agreement

The Centre has entered into a 10-year agreement with a food services company to provide food services until May 31, 2006. The company contributed approximately \$1.5 million to the Centre for the construction of new restaurants and other food service related facilities, as stipulated under the terms of the agreement.

Under the terms of the agreement, the annual net profit from the food and beverage operations managed by the company are to be shared between the company and the Centre in accordance with a formula in the agreement. The agreement specifies certain fixed payments to the company as follows: (1) an annual management fee, starting at \$130,000 in 1996/97, reduced by \$10,000 for each of the following nine years; and (2) a refund of the \$1.5 million contribution without interest in nine equal installments, which started in 1997/98.

10. PLEDGES

The Centre began a capital campaign in 1995/96 to raise funds for the construction of the OMNIMAX® Theatre project. Funds from written pledge commitments to be received over the next year is \$294,710.

11. COMMITMENTS AND CONTINGENCIES

a. Imax Dome Projection System Maintenance Agreement

The Centre has a ten-year agreement expiring in December 2006, with an automatic renewal for one further 10-year term, for leasing and servicing of an Imax Dome Projection System. The agreement commits the Centre to: (1) monthly rental payments to be calculated in accordance with a formula based on admission revenue; and (2) an annual maintenance fee of \$66,000 (adjusted to reflect changes in the Consumer Price Index for Toronto).

b. Occupancy Cost

Starting April 1, 1998, the Ontario Realty Corporation started to charge the Centre an accommodation fee for occupying its facilities. The accommodation charge is provided for in a five-year agreement, which ends March 31, 2003, and is to cover rent, taxes, maintenance and certain operating costs. The Centre receives a Ministry grant each year to fund this expenditure.

Minimum payments for the next two years are as follows:

	\$
2001/02	3,959,128
2002/03	<u>3,959,128</u>
	<u>7,918,256</u>

Notes to Financial Statements March 31, 2001**11. COMMITMENTS AND CONTINGENCIES (CONTINUED)****b. Occupancy Cost** (Continued)

The Centre also has a five-year lease agreement with the City of Toronto for the Centre's Parking Lot.

The minimum lease payments for the remaining two years of the lease are as follows:

\$
2001/02
<u>2002/03</u>
<hr/>
<u>80,000</u>

12. RESEARCH AND DEVELOPMENT FOR MAJOR CAPITAL PROJECT

In the Provincial Budget of May 2000, the province announced that the Ontario Science Centre would receive \$15 million as a grant from the Superbuild Fund, contingent on the Centre receiving matching funding from the private sector. The Centre is in negotiation with the province on an agreement to begin drawing grant funds. In the 2000/01 fiscal year, the Centre had expended \$781,302 on research and development costs towards a major capital project. These costs have been expensed in the current year.

13. COMPARATIVE FIGURES

The March 31, 2000 comparative figures have been reclassified where necessary to conform to the current year's presentation.

BOARD OF TRUSTEES

As at March 31/01

NAME	FIRST APPOINTMENT DATE	EXPIRY DATE OF CURRENT TERM OF APPOINTMENT
CHAIR		
LOCKHART, Nancy	JAN 30/98	JAN 29/04
VICE-CHAIR		
LICHTMAN, Howard	MAY 14/97	MAY 13/03
BALAN, Angela	JUN 10/98	JUN 9/01
BERNSTEIN, Alan, Dr.	JUN 10/98	JUN 9/01
BIRNBAUM, Nancy L.	APR 29/99	APR 28/02
DAVERNE, William	OCT 8/97	MAR 20/04
GRAYDON, Roy	DEC 30/99	DEC 29/02
HALL, Rosemary C.	APR 29/99	APR 28/02
KIM, Anton	APR 29/99	APR 28/02
KIRK, Teri A.	JUN 29/98	JUN 28/01
KONVISER, Arthur	MAY 14/97	MAY 13/03
McDONALD, Bob	OCT 8/97	MAR 20/04
MIRZA, Cameran	OCT 8/97	MAR 20/04
MULLIGAN, Margaret	DEC 30/99	DEC 29/02
MURCK, Barbara, Dr.	JUN 17/98	JUN 16/01
POCOCK, R. Jeff	JUN 10/98	JUN 9/01
POWELL, Randy	JUN 17/98	JUN 16/01
TRUMPER, Stephen J.	JUN 24/93	JUN 23/02

PUBLIC SECTOR DISCLOSURE ACT

This statement is provided under the Public Sector Salary Disclosure Act. The following employees of the Ontario Science Centre were paid a salary of \$100,000 or more in 2000.

Employee	Salary	Taxable Benefits
Cohen, Sharon B.	\$124,043.95	\$356.19
General Manager, Business Planning & Operations		
Lewis, Lesley	\$127,721.67	\$366.48
CEO		



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